



Small Business Development Centers

Rhodes State College



BUSINESS ENTERPRISE CENTER

REGIONAL SMALL BUSINESS INFORMATION SERIES

Tuesdays, 5:00 p.m.—7:00 p.m.

March 5, 2024 thru April 16, 2024

Held LIVE at the Borra Center for Health Sciences at

Rhodes State College

8 Town Square, Lima, OH 45801

Room 103/104

Inviting all counties: Allen, Auglaize, Hancock, Hardin, Mercer, Paulding, Putnam, Van Wert, etc.

Simulcast available at participating locations.



Our SERVICES



COMPANY DEVELOPMENT

Week 1 - So You want to be an Entrepreneur
Week 2 -Launch & Grow Your Business Right



CREATIVE CONCEPT

Week 3-Marketing & Social Media for your business



PROFIT ANALYSIS

Week 4- Financial Accounting 101
Week 5-Profitability Analysis
Week 6 - Acquiring Capital & Risk Management†

Our OBJECTIVES



Attend all 6 sessions and one on one counseling to receive a Small Business Training Certificate and a Complete Business Plan!

Series is free of charge!

Register Here

Automatic Entry for the Regional Pitchfest 2024!



Call Us
419-998-8032



Litsey.J@rhodesstate.edu



www.RhodesState.edu/SBDC



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Small Business Series Curriculum

Week 1 – So... You Want to be an Entrepreneur

- Traits
- Expectations
- Requirements
- Business Plan

Week 2 – Launch & Grow Your Business Right Feasibility study

- Market Research
- Getting to Market
- Legally Establishing your Business
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Week 3 – Marketing & Social Media for small business What is

Marketing

- How can you reach your market
- Effective use of Social Media platforms
- Marketing on a shoestring budget
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Week 4 – Financial Accounting 101

- Break Even Analysis
- Income Statements
- Profit & Loss Statement
- Balance Sheet

Week 5 – Profitability Analysis

- Cost of Goods Sold
- Markup
- Expenses
- Sales
- Net Profit
- Cash Flow

Week 6 – Acquiring Capital & Risk Management

- Loan Options
- Lender Expectations
- 4 C's of Credit
- Mitigating Risk